

Akamai License Delivery Service for Windows Media® DRM

Integrated Digital Rights Management and Delivery of Windows Media®

Akamai License Delivery is an integrated service for securing, delivering and monetizing valuable audio and video content. It lets companies explore new opportunities for monetizing digital content by enabling a wide variety of consumer payment methods including pay-per-view, subscription, limited usage and many others. It is built on standard Windows Media® Digital Rights Management (DRM) technology, which is one of the most comprehensive, proven and popularly available DRM models in the market. Akamai unites global content delivery and DRM in a single, integrated service that brings together rock-solid security, flexible business options and easy integration with Akamai's trusted, scalable and globally deployed network.

Benefit To Your Business

Secures Content

Akamai License Delivery service protects valuable Windows Media® audio and video content from theft and misuse whether distributed over the Internet or through traditional methods like CD-ROM. Now, content owners can expand their businesses without worrying about the security of their content.

Helps in Monetizing Media

Akamai License Delivery makes it easy for content owners to set policies around monetization and pricing models through easy integration with existing authentication, billing and payment processing systems. There is no need to re-write applications or change business logic.

Protects Brand Name, Copyrights and Confidential Information

Akamai License Delivery is applicable to a variety of applications including music videos, movies, live events and corporate communications. The solution ensures that only authorized consumers get access to protected content. This protection prevents a company's branded content from appearing on unauthorized or objectionable sites or, in the case of corporate communications, ensures that only authorized employees or participants can have access to the events.

Integrates Content Security and Delivery

Akamai License Delivery Service is a part of the broader Akamai Media Delivery Solution™. Because of this, Akamai License Delivery Service lets content owners manage content distribution and license delivery in a single, integrated environment with a single management portal.

Leverages Akamai's EdgePlatform™—the World's Largest Globally-Distributed Computing Platform

Akamai Media Delivery Services, including Akamai License Delivery, are built on the Akamai EdgePlatform—the world's largest globally distributed computing platform. The Akamai EdgePlatform has over 15,000 servers, in close to 1,100 networks, in 69 countries. These services leverage this unmatched global reach to place Windows Media® content closer to end-users, ensuring a high-quality experience, regardless of location. This also reduces expenditure on servers, operating system or application licenses, and IT support.

Shortens DRM Learning Curve and Implementation Cycle

Understanding digital rights management can be an involved task. Akamai's Professional Services Group can shorten the training and implementation cycle and ensure that everything runs smoothly. Akamai's Professional Services Group has implemented solutions for more than 1,000 customers—including Fortune 500 and Web 250 companies.



"Akamai's Download and DRM solutions allow Rediff to support song downloads from our site. Akamai gives us the tools to manage, secure, control and report media file usage and ensure only authorized users are accessing files. This will let music companies, video content owners and artists tap the potential of the Web to bring content directly to consumers, and protect against piracy and revenue losses."

—Jasmeet Singh, VP Strategic Alliances, Rediff

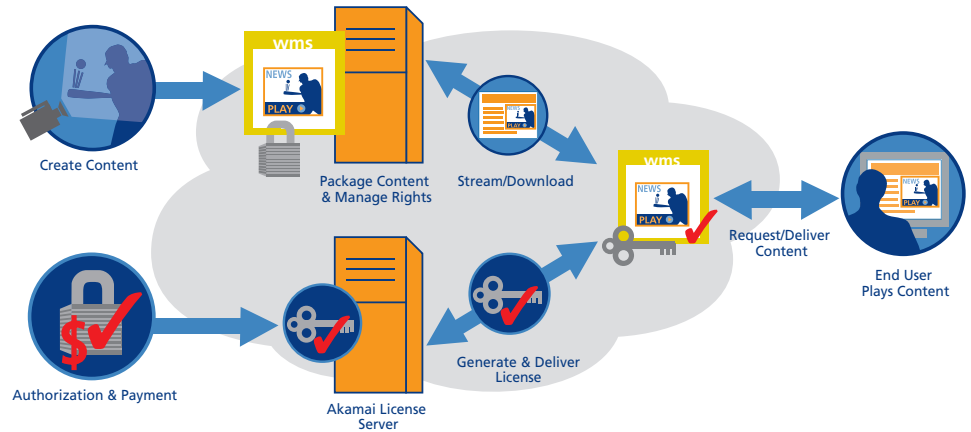
"More content is being converted into, or stored in, digital format as companies see the potential for new revenue streams. With that comes a critical need to secure, protect and monetize assets. Media companies should look to an end-to-end solution that offers a flexible media delivery platform with an integrated approach to digital rights management."

—Michael McGuire, Research Director, Gartner Industries

How Akamai License Delivery for Windows Media® DRM Works

Windows Media® Rights Manager packages Windows Media® audio and video files along with additional file-related information from the content provider. It is in encrypted form and requires a key to unlock it. Only an authorized consumer who has obtained a license can unlock and play this packaged file.

The DRM-enabled content, along with Akamai's services for streaming and download provides a comprehensive solution for content owners. The complete Akamai DRM solution makes it possible to convert content to cash without losing any possible revenue streams due to illegal copying and other pilferage.



Service Features

Based on Windows Media DRM

- One of the most popular and robust DRM solutions currently available
- Supports both streaming and download methods of delivery
- Works for both live and on-demand streaming

Packaging Tools

- Robust and easy-to-use
- Supports both Graphical User Interface and command line formats

License Server

- Secured license servers for protection of keys and licenses
- Security at both physical and network levels
- Global deployment ensures efficient license delivery
- Supports pre-delivery and post-delivery of licenses

Rights Management

- Flexibility to define a wide-variety of rights to fit unique business requirements
- Ability to associate multiple types of rights to content files

Authentication/Billing

- Integrates with existing authentication and billing system
- Includes tools and sample code to facilitate easier integration

Powerful Reporting, Planning, and Management—with EdgeControl™

- Integrated, easy-to-use management portal accessible from any Web browser
- Complete control over management of content
- View real-time and historical statistics
- Secure access to comprehensive performance and availability reports—with full access to log files
- Can be combined with Akamai EdgeScope (geolocation service) to accurately control content distribution

Support through Akamai's Network Operations Command Center

- 24x7 consultation, technical support, troubleshooting, and site monitoring

About Akamai

Akamai is the leading global service for distributing online content and business processes. More than 1,700 organizations have formed trusted relationships with Akamai, improving revenue and reducing costs by maximizing their online business performance. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today, while building a foundation for the emerging Web solutions of tomorrow. Akamai is "The Trusted Choice for Online Business." For more information, visit www.akamai.com.



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